

# FUNDRAISING GUIDE



NATIONAL COALITION  
FOR CANCER SURVIVORSHIP



# ABOUT NCCS

The National Coalition for Cancer Survivorship's (NCCS) mission is to advocate for quality cancer care for all people touched by cancer. Founded by and for cancer survivors, NCCS created the widely accepted definition of survivorship and defines someone as a cancer survivor from the time of diagnosis and for the balance of life. NCCS works with legislators and policymakers to represent cancer survivors in efforts to improve their quality of care and quality of life after diagnosis. Our unique niche in the cancer advocacy landscape is promoting policy change to ensure quality cancer care.

*THANK YOU*

There is no better way to show your support for cancer survivors than to use your talents to raise awareness and funds for NCCS! Thank you for supporting our community.





# MAKE AN IMPACT

Your support helps us meet the growing demands of our programs, keep them free of charge for those we serve, and work with policymakers on legislation to address the entire survivorship continuum of care.

## Your Dollars At Work

- NCCS empowers cancer survivors to advocate for themselves.
- Trains and supports cancer survivors and caregivers to advocate for better care in their communities.
- Advocates for policy change at the national level to address the needs of cancer survivors.

## Cancer Facts

- There are 18.1 million cancer survivors living in the United States. This represents 5.4% of the population (cancercontrol.cancer.gov)
- A little over 1.9 million new cancer cases are expected to be diagnosed in the US in 2023 (cancer.org)
- Approximately 609,820 deaths from cancer are expected in the US in 2023 (cancer.org)

# FUNDRAISING IDEAS

Do you love hosting parties, baking delicious treats, or working out? Give your passion a purpose by turning it into a fundraising event for NCCS! The possibilities are endless, and it's even easier now that you can build your own online fundraising campaign.

## Fundraising Examples

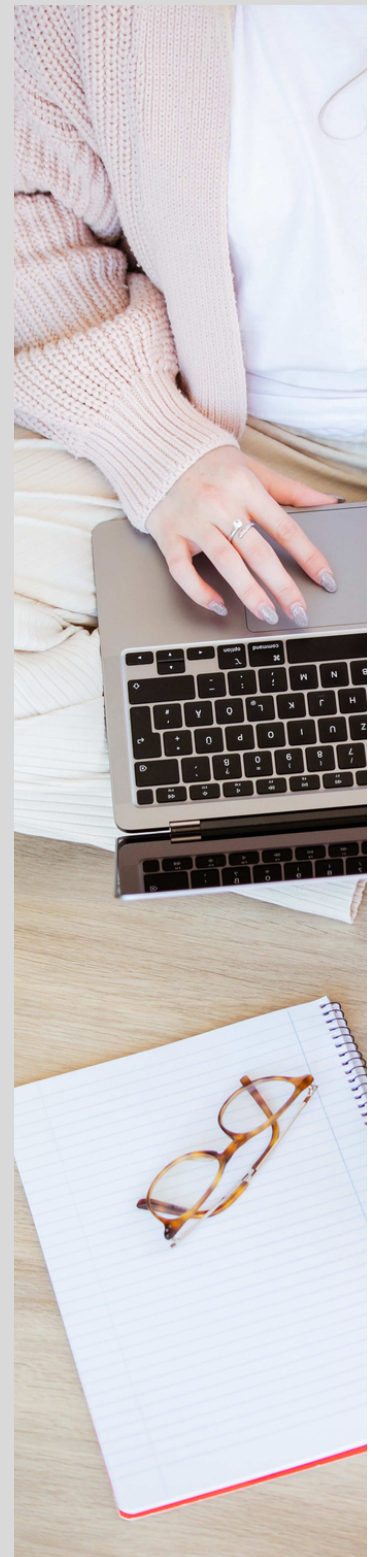
- Donate on your birthday
- Get active with a walkathon or 5K run
- Host a wine tasting
- Hold a garage sale
- Sell t-shirts
- Host a trivia or game night
- Get your company to participate

## Spread the Word

- Share with your close friends
- Send a personal email or letter to relatives and friends
- Use social media
- Share with coworkers
- Thank everyone who donates

If holding an event, we recommend suggesting a donation to attend.

- You can collect cash and make one large donation in that amount.
- Any checks should be made out to the National Coalition for Cancer Survivorship and mailed.
- Use your fundraising page to let friends and family donate online!



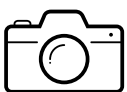
# START YOUR FUNDRAISER

Create your own fundraiser on the Give Lively platform. Setup your account, tell your story, share it with friends, and collect funds.



## REGISTER YOUR ACCOUNT

1. Start a fundraiser at [NCCS Campaign Page](#).
2. Select the “I Want To Fundraise For This” button.
3. Select the “Create My Own Page” button.
4. Take a moment to read “How this Works” information.
5. Fill out the required details in the [Create Account](#) box.



## CUSTOMIZE YOUR PAGE

1. Customize your fundraiser with a title, story, and photo.
2. Consider uploading an image or a video that speaks to your personal fundraiser.
3. Click the “Save” button.



## REACH OUT TO YOUR NETWORK

1. Share your fundraiser on social media with friends and family.
2. Make a self-donation to kick things off.
3. Email the link to your contacts.



## MANAGE YOUR FUNDRAISER

1. Your fundraising page will show when someone has made a donation.
2. Keep an eye on your fundraising page so that you can thank your donors on social media or via email.



# SOCIAL MEDIA TIPS

Social media is a powerful tool. To help utilize this tool effectively, we've recapped some social media guidelines for you.

1. **Tell a Story.** Almost everyone has been touched by cancer in some way. Ask your friends and family to share their stories. Connecting your fundraiser to the cause through your network is powerful.
2. **Share why you care.** Why did you decide to fundraise with NCCS? Share this with your supporters. Answering this simple question will help you seem genuine and make an impact.
3. **Share information about NCCS.** Share our mission, programs, and resources.



*Say Thanks*

Thanking your donors is the most important part of fundraising. Make sure they know how much you appreciate their support!

*Thank you!*

Thank you for supporting the National Coalition for Cancer Survivorship! We're here to support you on your fundraising journey. Please contact Karen Wilson, Development Manager at [kwilson@canceradvocacy.org](mailto:kwilson@canceradvocacy.org) if you have any questions, or to simply brainstorm fundraising ideas.

